


EXHIBIT A



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Typed Drawing

Word Mark	SOUTH BY SOUTHWEST
Goods and Services	IC 041. US 100 101 107. G & S: educational and entertainment services, namely conducting conferences, festivals and seminars in the fields of music, film, video, computer and multimedia. FIRST USE: 19870130. FIRST USE IN COMMERCE: 19870130
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75090500
Filing Date	April 18, 1996
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 8, 1999
Registration Number	2273216
Registration Date	August 31, 1999
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Shannon T. Vale
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081011.
Renewal	1ST RENEWAL 20081011
Live/Dead Indicator	LIVE



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SOUTH BY SOUTHWEST

Word Mark	SOUTH BY SOUTHWEST
Goods and Services	IC 043. US 100 101. G & S: Providing food and drink; making reservations for others for temporary lodging accommodations; providing a website for booking temporary lodging; providing a website featuring information on hotel and temporary accommodations for travel; catering services; providing banquet and social function facilities; provision of conference and meeting facilities. FIRST USE: 19870130. FIRST USE IN COMMERCE: 19870130
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77705776
Filing Date	April 2, 2009
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	August 11, 2009
Registration Number	3765211
Registration Date	March 23, 2010
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Shannon T. Vale, Alison Davis Frey

Prior Registrations 2043596;2273216


Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	SXSW
Goods and Services	IC 041. US 100 101 107. G & S: educational and entertainment services, namely conducting conferences, festivals and seminars in the fields of music, film, video, computer and multimedia. FIRST USE: 19870130. FIRST USE IN COMMERCE: 19870130
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75090634
Filing Date	April 18, 1996
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 17, 1996
Registration Number	2043596
Registration Date	March 11, 1997
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Shannon T. Vale
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070521.
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Typed Drawing

Word Mark	SXSW
Goods and Services	IC 018. US 001 002 003 022 041. G & S: All purpose sports bags. FIRST USE: 19990201. FIRST USE IN COMMERCE: 19990201
	IC 025. US 022 039. G & S: T-shirts, tank tops, and hats. FIRST USE: 19870315. FIRST USE IN COMMERCE: 19870315
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76102572
Filing Date	August 2, 2000
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 28, 2001
Registration Number	2509383
Registration Date	November 20, 2001
Owner	(REGISTRANT) SXSW, INC. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Shannon T. Vale
Prior Registrations	2043596;2313345
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
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Typed Drawing

Word Mark	SXSWECK
Goods and Services	IC 041. US 100 101 107. G & S: Educational and entertainment services, namely conducting conferences, festivals and seminars in the fields of music, film, video, computer and multimedia. FIRST USE: 19950800. FIRST USE IN COMMERCE: 19950800
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75497090
Filing Date	June 3, 1998
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 9, 1999
Registration Number	2313345
Registration Date	February 1, 2000
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Shannon T. Vale
Prior Registrations	2043596
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100122.
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SXSWORLD

Word Mark	SXSWORLD
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Downloadable electronic magazines featuring entertainment content and news, commentary, and information about the entertainment, media, information technology and multimedia technology industries. FIRST USE: 20061100. FIRST USE IN COMMERCE: 20061100 IC 041. US 100 101 107. G & S: Providing online electronic magazines featuring entertainment content and news, commentary, and information about the entertainment, media, information technology and multimedia technology industries. FIRST USE: 20061100. FIRST USE IN COMMERCE: 20061100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility	LETS-2 SXS Two letters or combinations of multiples of two letters
Classification Code	
Serial Number	78946819
Filing Date	August 7, 2006
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	September 11, 2007
Registration Number	3494119
Registration Date	August 26, 2008
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P. O. Box 4999 Austin TEXAS 78765

Attorney of Record	Shannon T. Vale
Prior Registrations	2043596;2313345
Type of Mark	TRADEMARK. SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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SXSWORLD

Word Mark	SXSWORLD
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Magazines featuring entertainment content and news, commentary, and information regarding the entertainment, media, information technology and multimedia technology industries. FIRST USE: 20061000. FIRST USE IN COMMERCE: 20061000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility	
Classification Code	LETS-2 SXS Two letters or combinations of multiples of two letters
Serial Number	78946808
Filing Date	August 7, 2006
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	September 18, 2007
Registration Number	3348560
Registration Date	December 4, 2007
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Shannon T. Vale
Prior	2043596;2313345

Registrations

Type of Mark	TRADEMARK
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SXSWEDU

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Goods and Services	IC 041. US 100 101 107. G & S: Educational and entertainment services, namely conducting conferences and seminars in the fields of education and technology. FIRST USE: 20101004. FIRST USE IN COMMERCE: 20101004
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85144600
Filing Date	October 4, 2010
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	March 15, 2011
Registration Number	3970209
Registration Date	May 31, 2011
Owner	(REGISTRANT) SXSW, Inc. CORPORATION TEXAS P.O. Box 4999 Austin TEXAS 78765
Attorney of Record	Alison D. Frey
Prior Registrations	2043596;2509383;3773290;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
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